GROUPS
at Pizza Time Theatre

PIZZA TIME THEATRE

Chuck E. Cheese's Pizza Time Theatre is a dynamic and exciting new concept in family entertainment that combines the popularity of a quality pizza restaurant operation with token-operated games and amusements and a unique system of computer-controlled characters that have original voices and music scores synchronized to animated movements.

GROUPS

Pizza Time Theatre can accommodate large groups up to 200 in size. We also offer a 10% discount on food and beverage sales to any group of 20 or more. Each person receives an extra game token in addition to the normal token distribution. To arrange for a group discount, phone the Store Manager and make your reservation prior to the date of your visit. Be sure to let us know if it's a special occasion so the Pizza Time Players can salute your group with a cheer, a Happy Birthday Greeting, or an announcement of that special occasion.

BIRTHDAY PARTIES

A birthday party at Pizza Time Theatre is something special and due to its popularity it is necessary to make reservations two weeks in advance by contacting the Birthday Host at Pizza Time Theatre. The two party packages are listed below:

Chuck E. Cheese's Birthday Package—Here's what you get:

- Five Game Tokens for the birthday person
- Two Game Tokens for each guest of the party
- A visit to your table from Chuck E. Cheese
- Free balloons
- One large pizza of your choice and one pitcher of soft drinks for every four people, *plus*, a free mini pizza for the birthday person
- One special ice cream sundae for each guest
- Free Chuck E. Cheese mini Derby Hat for the birthday person, party hats, napkins, tablecloth and plates
- "Happy Birthday" sung by the Pizza Time Players. Facilities for storing ice cream and/or cakes are available.

Jasper T. Jowls's Birthday Package—Here's what you get:

- Five Game Tokens for the birthday person
- One Game Token for each guest of the party
- A visit to your table from Chuck E. Cheese
- Free balloons
- One large pizza of your choice and one pitcher of soft drinks for every four people, *plus*, a free mini pizza for the birthday person
- Free Chuck E. Cheese mini Derby Hat for the birthday person, Party hats, napkins, table cloth and plates
- "Happy Birthday" sung by the Pizza Time Players. Facilities for storing ice cream and/or cakes are available.

GROUP TOURS

Have you had any exciting, fun, informative field trips with your school or group lately? We at Pizza Time Theatre have a group tour package that is available to you and your group at no cost to you. That's right—*free.*

The 45-minute tour consists of: 1) an inspection of the kitchen facilities and a demonstration of pizza making; 2) an examination of the Cyberamics system, mechanics of the animation and the electronic games; 3) pizza, soft drinks, and game tokens for all; and 4) a personal appearance by Chuck E. Cheese.

If you feel that a tour of this kind would be beneficial to your group please contact the Manager at Pizza Time Theatre for additional information.

FAN CLUBS

Chuck E. Cheese Fan Club. Attention kids 11 and under! Chuck E. Cheese and Pizza Time Theatre invite you to participate in the Chuck E. Cheese Fan Club. Membership benefits include:

- Chuck E. Cheese Fan Club membership card
- An autographed picture of Chuck E. Cheese
- Five *free* game tokens when you turn in the application at Jasper's General Store
- A 10% discount off any item in Jasper's General Store with each visit by showing your membership card to the store cashier
- Two extra game tokens with each future visit when a food purchase is made (must be accompanied by an adult). Just present your card to the cashier
- Five extra game tokens with each future visit on a Tuesday night, Chuck E. Cheese Fan Club Night, when a food purchase is made (must be accompanied by an adult).
- Free participation in all future promotional events at Pizza Time Theatre.

Complete and return the Fan Club application to Jasper's General Store. You will then receive your membership card and the membership packet. The membership fee is $2.00 and your card will expire on your 12th birthday.

Attention corporate representatives: Pizza Time Theatre extends an invitation to your company and personnel to become members in the **Chuck E. Cheese Corporate Fan Club.** Membership benefits for employees and their families include:

- A 10% discount off all food and beverages for groups of 20 or more
- Member receives two extra tokens with each visit when a food purchase is made and five game tokens with each visit when a food purchase is made on a Tuesday night, Chuck E. Cheese Fan Club Night. These token disbursements are in addition to the normal token distribution and are made upon presentation of the membership card.
- A 10% discount off any item in Jasper's General Store
- Membership packet includes five free game tokens and an autographed picture of Chuck E. Cheese
- Member will receive a special invitation to all promotions at Pizza Time Theatre

For membership applications, cards, and information packets, please contact the Marketing Department of Pizza Time Theatre, Inc., 1213 Innsbruck Drive, Sunnyvale, Ca. 94086, (408) 745-6051. One family membership card may be issued, upon return of the application, to each of your personnel. There is no charge for membership.

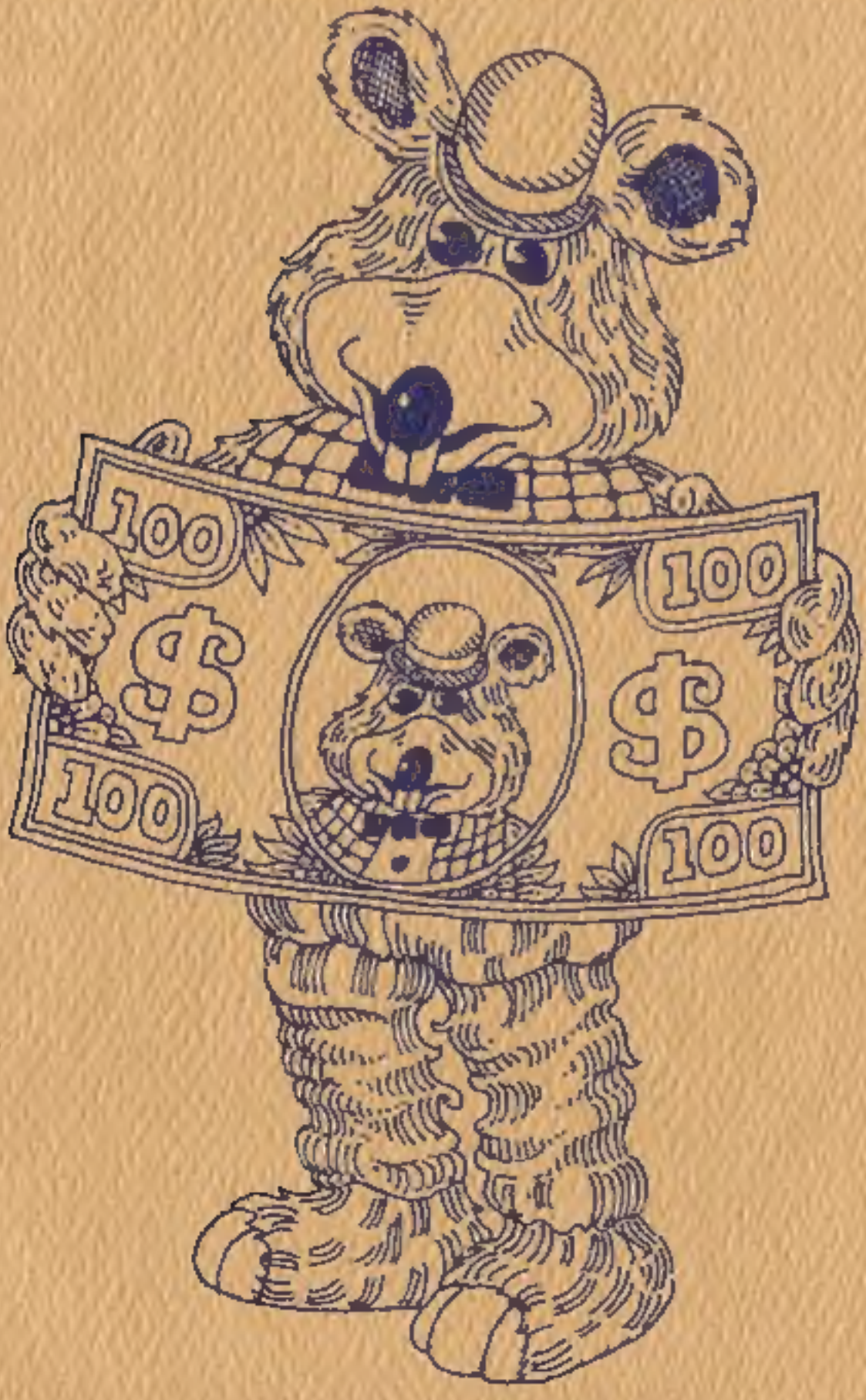
YOUTH TEAMS

Each Pizza Time Theatre sponsors two teams during both the Youth Soccer and Youth Baseball seasons. Interested teams should contact the Manager at Pizza Time Theatre for details. In addition, Chuck E. Cheese and the Pizza Time Players will come to your game to hand out Chuck E. Bucks and cheer you on to victory. Again, interested teams should contact Pizza Time Theatre.

A special team *Victory Package* of one free pitcher of soft drinks and one token per player is given to all teams in uniform who purchase a large pizza on game day.

APPEARANCES

With a month's advance notice, Chuck E. Cheese and his friends—Jasper, Munch and Pasqually—will appear at your school fair, benefit, picnic, parade, race or other gathering. And they'll even hand out *free* Chuck E. Bucks! Call the Store Manager to book Chuck E. for your next event.



FUND RAISERS

Non-profit organizations looking for ways to raise money should consider sponsoring a *Community Involvement Night* at Pizza Time Theatre. Here's a fast, easy way for a group to raise several hundred dollars or more in one evening (results will depend on how good your members are at getting community support).

Contact the Store Manager well in advance and select a Monday, Tuesday or Wednesday night to hold the event. He will establish a dollar figure based on the average gross sales for that same evening over a six-week period. Your favorite charity or club will take home 30% of everything brought in that night over the pre-determined amount.

It's to your advantage to publicize the event. If your group is small, you might want to combine with another group and split the profit. In return for the cash, Pizza Time Theatre will ask your members to help bus tables, serve drinks and work in the kitchen that evening.

Super Buck sales may be the answer to an even more successful Community Involvement Night. Each one is a $5 value good for 20 tokens any Monday, Tuesday, or Wednesday. Your group buys the pre-numbered Bucks for $2 each and sells them for $3, keeping the $1 difference. Since they're worth $5 and sell for $3, even children will find them easy to sell. Contact Store Manager for details.

Planning a raffle? Pizza Time Theatre, as an added incentive to buy, will give $2 off any large pizza and ten free game tokens to everyone who purchases one of your tickets. To set this up, contact the Store Manager before you print your tickets.

GENERAL STORE

Want a souvenir from your visit to Pizza Time Theatre? Jasper T. Jowls General Store is just the place to pick up a Chuck E. Cheese T-shirt, frisbee, key chain or even Chuck E. himself in a lovable plush doll form. Pizza Time Theatre merchandise makes great gift items, as do gift certificates, game tokens and wall posters.

FRANCHISE INFO

If you are interested in information regarding a Pizza Time Theatre, please write Franchise Department, Pizza Time Theatre, Inc., 1213 Innsbruck Drive, Sunnyvale, Ca. 94086.

PIZZA & MORE!

Pizza Time Theatre, is of course, famous for its pizza, but also has a wide range of other food products for the family to enjoy – the scrumptious all-you-can-eat salad bar; the exciting make-your-own ice cream sundae bar; the great sandwiches and luncheon combinations, root beer floats and more. So if you're interested in more than just pizza, we've got it at Pizza Time Theatre—*where pizza's never been so much fun!*

STORE HOURS

Chuck E. Cheese's Pizza Time Theatre is open 363 days a year. Store hours:
Sunday through Thursday— 11 AM-11 PM
Friday & Saturday— 11 AM-12 Midnight
Please remember that, if you are under 18 years of age, you must be accompanied by an adult for entrance to Pizza Time Theatre.

CHUCK E. CHEESE'S
PIZZA TIME THEATRE

GROUPS AT PIZZA TIME THEATRE

(Tan-Textured Version)

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